

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT(S): SMOLER, Yosef

EXAMINER: Not yet known

SERIAL NO.: 10/541,605

GROUP ART UNIT: Not yet known

FILED: July 7, 2005

ATTORNEY DOCKET No.: P-5701-US

FOR: SYSTEM AND METHOD FOR TARGETED MESSAGING

Mail Stop Missing Parts  
Commissioner for Patents  
P. O. Box 1450  
Alexandria, VA 22313-1450

RESPONSE TO NOTICE TO FILE MISSING PARTS OF APPLICATION

Sir:

In response to the Notice to File Missing Parts of Application under 37 CFR 1.53(b), mailed November 14, 2005 (a copy of which is enclosed), Applicant(s) submit herewith the following:

1.  an executed Declaration and Power of Attorney making reference to the above-identified application, and in compliance with 37 C.F.R. 1.63;
2.  Applicant(s) Claim Small Entity Status; and
3.  a Preliminary Amendment.

A response is due January 14, 2006. Accordingly, this response is being timely filed.

The Patent Office is hereby authorized to charge Deposit Account 50-3355 in the amount of \$65, covering the following:

12/02/2005 GFREY1 00000088 503355 10541605

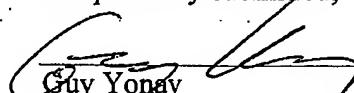
01 FC:2617 65.00 DA

APPLICANTS: SMOLER, Yosef  
 SERIAL NO: 10/541,605  
 FILED: July 7, 2005  
 Page 2

FEE CALCULATION						
<b>1. BASIC FILING FEE</b>						
		Filing Date BEFORE December 8, 2004		Filing Date ON/AFTER December 8, 2004		
		Large Entity Fee	Small Entity Fee	Large Entity Fee	Small Entity Fee	
Utility	\$790	\$395	\$1000	\$500	0	
Provisional	\$160	\$80	\$200	\$100	0	
Application Size Fee (over 100 pages, per 50)		\$250	\$125	0		
<b>2. EXTRA CLAIM FEES</b>						
Total Claims	[ ]	- 20 =	[ ]	x \$50 =	[ ]	
Independent Claims	[ ]	- 3 =	[ ]	x \$200 =	[ ]	
Multiple Dependent	[ ]	[ ]	x \$360 =	[ ]		
Large Entity Fee	Small Entity Fee	Fee Description				
\$50	\$25	Claims in excess of 20				
\$200	\$100	Independent claims in excess of 3				
\$380	\$180	Multiple dependent claim, if not paid				
<b>3. Fee for Petition for Extension of Time</b>						
Large Entity Fee	Small Entity Fee					
\$120	\$60	Extension for reply within first Month				
\$450	\$225	Extension for reply within second Month				
\$1,020	\$510	Extension for reply within third Month				
\$1,590	\$795	Extension for reply within fourth Month				
<b>4. Surcharge Fee Under 37 CFR 1.16(f) or 1.492(e)</b>						
Large Entity Fee	Small Entity Fee					
Utility	\$130	\$65	\$65			
<b>5. Surcharge Fee Under 37 CFR 1.16(l)</b>						
Large Entity Fee	Small Entity Fee					
Provisional	\$50	\$25	0			
<b>TOTAL (all columns)</b>						<b>65</b>

If any additional fee is required, the undersigned hereby authorizes the Patent Office to charge such additional fee to Deposit Account 50-3355.

Respectfully submitted,



Guy Yonay  
 Attorney/Agent for Applicant(s)  
 Registration No. 52,388

Dated: November 29, 2005

**Pearl Cohen Zedek Latzer LLP.**  
 10 Rockefeller Plaza, Suite 1001  
 New York, New York 10020  
 Tel: (212) 632-3480  
 Fax: (212) 632-3489



## UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE  
 United States Patent and Trademark Office  
 Address: COMMISSIONER FOR PATENTS  
 P.O. Box 1450  
 Alexandria, Virginia 22313-1450  
 www.uspto.gov

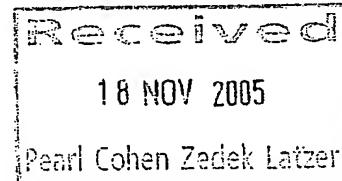
U.S. APPLICATION NUMBER NO.	FIRST NAMED APPLICANT	ATTY. DOCKET NO.
10/541,605	Yosef Smoler	P-5701-US
INTERNATIONAL APPLICATION NO.		
PCT/IL04/00004		
I.A. FILING DATE	PRIORITY DATE	
01/05/2004	01/10/2003	
CONFIRMATION NO. 8951		
371 FORMALITIES LETTER		
 *OC00000017445196*		

Date Mailed: 11/14/2005

**NOTIFICATION OF MISSING REQUIREMENTS UNDER 35 U.S.C. 371 IN THE UNITED STATES DESIGNATED/ELECTED OFFICE (DO/EO/US)**

The following items have been submitted by the applicant or the IB to the United States Patent and Trademark Office as a Designated / Elected Office (37 CFR 1.495)

- Copy of the International Application filed on 07/07/2005
- Copy of the International Search Report filed on 07/07/2005
- Preliminary Amendments filed on 07/07/2005
- Information Disclosure Statements filed on 07/07/2005
- Small Entity Statement filed on 07/07/2005
- Request for Immediate Examination filed on 07/07/2005
- U.S. Basic National Fees filed on 07/07/2005
- Priority Documents filed on 07/07/2005



The applicant needs to satisfy supplemental fees problems indicated below.

The following items **MUST** be furnished within the period set forth below in order to complete the requirements for acceptance under 35 U.S.C. 371:

- Oath or declaration of the inventors, in compliance with 37 CFR 1.497(a) and (b), identifying the application by the International application number and international filing date
- To avoid abandonment, a surcharge (for late submission of filing fee, search fee, examination fee or oath or declaration) as set forth in 37 CFR 1.492(h) of \$130 for a non-small entity, must be submitted with the missing items identified in this letter

**SUMMARY OF FEES DUE:**

Total additional fees required for this application is **\$130** for a Large Entity:

- \$130 Surcharge.

**ALL OF THE ITEMS SET FORTH ABOVE MUST BE SUBMITTED WITHIN TWO (2) MONTHS FROM THE DATE OF THIS NOTICE OR BY 32 MONTHS FROM THE PRIORITY DATE FOR THE APPLICATION, WHICHEVER IS LATER. FAILURE TO PROPERLY RESPOND WILL RESULT IN ABANDONMENT.**

The time period set above may be extended by filing a petition and fee for extension of time under the provisions of 37 CFR 1.136(a)

Applicant is reminded that any communications to the United States Patent and Trademark Office must be mailed to the address given in the heading and include the U.S. application no. shown above (37 CFR 1.5)

*A copy of this notice MUST be returned with the response.*

DEBORAH D WILLIAMS

---

Telephone: (703) 308-9140 EXT 205

**PART 1 - ATTORNEY/APPLICANT COPY**

---

U.S. APPLICATION NUMBER NO.	INTERNATIONAL APPLICATION NO.	ATTY. DOCKET NO.
10/541,605	PCT/IL/04/00004	P-5701-US

---

FORM PCT/DO/EO/905 (371 Formalities Notice)